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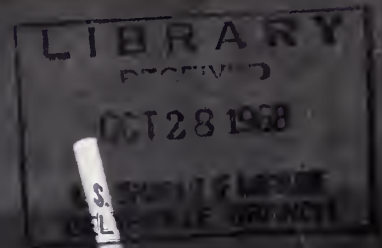


AGRICULTURAL MARKETING

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SCHOOL LUNCH AIDS GOOD HEALTH

School Lunch Aids Good Health

SCHOOL LUNCHROOMS will play host to parents and patrons in schools throughout the Nation during National School Lunch Week beginning October 13. The occasion marks the 22nd year of the National School Lunch Program administered by the U.S. Department of Agriculture's Consumer and Marketing Service.

In the 1968-69 school year, nearly 20 million children are expected to benefit from the National School Lunch Program. These children are served low-cost nutritious lunches at some 73,000 elementary and secondary schools throughout this country.

But many children are still seriously malnourished—because their families lack knowledge of a good diet or lack money to buy one. To correct this, the Nation will put still more money and manpower into providing new and expanded food services for children and teaching good nutrition. These services will

include more free or reduced-price school lunches in needy areas, breakfasts at school for more children, and food service for children in day care centers and other group activities outside of school.

In recognition of the value and achievements of the National School Lunch Program, President Johnson

has proclaimed National School Lunch Week, Oct. 13-19. He stated: "A well-fed, healthy child is the most precious thing that America can create. Every child must be offered an adequate diet and taught good food habits, no matter where he lives or how much or little his parents earn."

School lunchrooms will host parents and patrons during National School Lunch Week.



Cover Story

In the 1968-69 school year nearly 20 million children are expected to benefit from the National School Lunch Program. See page 2.



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Reference to commercial products and services does not imply endorsement or discrimination by the Department of Agriculture.

RIGHT ON THE RECORD

USDA's role in holding a milk order hearing is to provide the factual basis—the hearing record—on which to decide what action should be taken.

By H. L. Forest, Director
Dairy Division, C&MS, USDA

A MAN AT THE front of the room conducting the meeting with the precision and skill of a courtroom judge. . . . Witnesses being sworn in "to tell the truth, nothing but the truth . . ." . . . Lawyers huddling with their clients as they prepare to testify. . . . Serious-faced people in the room, intent on the testimony. . . . And a reporter taking it down verbatim, to put it right on the record, and on the record right.

These are some of the sights and sounds of a Federal milk order hearing.

Such hearings are held by the U.S. Department of Agriculture at the request of individuals or organized groups who want the wheels set in motion toward achieving one of two things—establishment of a new Federal milk marketing order for a previously unregulated area or amendment of an existing order.

But before holding a public hearing, USDA's Consumer and Marketing Service, which administers the Federal milk marketing order program, investigates to see if marketing and economic conditions in the area involved warrant a hearing. If so, a notice of public hearing is issued, announcing its time and place, and all of the particulars of proposals for consideration.

At the hearing, dairy farmers, milk dealers, consumers and all related market interests may present their views on the matter under con-

sideration. And whatever action is taken as a result of the hearing will hinge on what all the witnesses say—the total testimony. This will comprise the all-important hearing record.

USDA's role in holding the hearing is to provide this factual basis—the hearing record—on which to decide what, if any, action should be taken.

Getting all of the facts on the record is a precise procedure. A USDA hearing examiner presides over the hearing. He decides the agenda to be followed and the order in which witnesses are to appear.

He rules on questions of procedure and relevancy of testimony that come up. Each person who wants to testify may do so. What he says, however, must relate to the issue at hand, as announced in the notice of hearing.

All of the testimony is taken under oath or by affirmation, and is reported verbatim.

Skilled marketing specialists from the C&MS Dairy Division are at the hearing to make sure all possible facts are developed and clarified for the hearing record. A USDA attorney is there to handle any legal questions. When all the evidence is in, the examiner sets a time for filing written briefs in support of it.

After the hearing, the examiner checks the verbatim hearing record for accuracy and completeness. Then he certifies it as a true and correct

record. It goes to the Dairy Division for impartial study and recommendations.

So ends the first step in a milk order action. Next, based on the hearing record, tentative recommendations are made on the action, inviting public comments, before submitting it to producers for their necessary majority approval.

Federal milk marketing orders set minimum prices, based on supply and demand, which milk dealers are to pay dairy farmers from whom they buy milk. This makes markets more stable for both dairy farmers and dealers, and helps assure a dependable flow of milk for consumers.

As milk marketing conditions change, a public hearing may be needed to consider order adjustments to the changes affecting milk handlers and dairy farmers. In the interest of everyone, the change must be dealt with impartially, as is possible by bringing the issue before a public milk order hearing. Such a hearing puts everyone on an equal basis in testifying, and the various interests get unbiased consideration.

The many requests for these hearings ever since milk orders were started some 30 years ago, with remarkably few farmer rejections of proposed new or amended orders based on the hearings, attest to the success and popularity of this voluntary program with the farmers affected. □

A regional marketing problem: New Life for the Lowly Fowl

C&MS joins 11 Northeastern States in a program to put the stewing chicken in a better marketing position.

By Leslie W. Driggs



TRY THIS riddle.

What's the poor relation of the poultry industry?

What is a by-product of the egg industry?

And what is also a nutritious, wholesome meal at a reasonable cost for the individual family or the large-scale institutional user?

Give up? The answer is the common stewing chicken—which we in the marketing business call fowl—the mature hen who's spent most of her life laying eggs for your breakfast table.

But because she's not as young or tender as the modern broiler-fryer—now sold at the tender age of 8-10 weeks—today's stewing chicken is given short shrift in the market place. Lower prices, smaller markets, inadequate merchandising—for years these have been the fate of the modern fowl.

A new program—spearheaded by the New York Department of Agriculture and Markets, with funds matched by the Consumer and Marketing Service of the U.S. Department of Agriculture—is designed to help remedy this situation, to put the stewing chicken in a better marketing position in relation to other products.

This project will enlist the aid of 11 Northeastern States in a joint, regional effort to improve the marketing of fowl by a two-pronged attack.

First, we hope to increase the use of fowl by the food service industry—restaurants, schools hospitals, and other large institutions—through testing for more efficient processing and cooking techniques, studying

the use of stewing hens in these establishments, and letting institutional food service operators know the advantages of serving the less expensive fowl.

And second, we plan to encourage increased sales of fowl in retail stores, by informing both retailers and consumers of the economies and advantages of using stewing chickens.

Let's look at the problem a little more closely, to get an idea of why this project is important.

A farmer should be able to get at least 10 cents a pound for his mature hens, but he now gets as low as three cents compared to 15 to 18 cents for broilers and fryers. To be able to afford this, the farmer must get as much as eight cents a dozen more for his eggs in order to compensate for the hen's depreciation.

Thus the consumer has to pay a higher price for eggs because the farmer doesn't get an adequate price for the fowl. But doesn't the housewife get a bargain on the stewing hen? No. A recent survey of 121 retail stores in New York State showed that fowl was often priced *higher* than broilers and fryers. Costs in handling these birds is the factor which keeps the retail price up.

Obviously, new marketing, processing, and meal preparation concepts are needed to reduce costs and build demand.

And that is exactly what we are searching for now. We want to know how stewing hens can be best prepared to take advantage of present processing methods, and how these processing methods can be corrected

to produce a more usable form of fowl.

This phase of our work is centered in a test being conducted at a State hospital, which serves thousands at each meal and which has research kitchen facilities and an experienced staff. A team of nationally known researchers will observe operations and make recommendations for both long-range and immediate benefit to the food service industry.

Cooperating with us in this test are school lunch specialists from C&MS Consumer Food Programs staff and from the New York State Education Department.

The author is Chief Marketing Representative, Division of Marketing, New York State Department of Agriculture and Markets, Albany, New York.

Our own staff of marketing specialists is making a study at a number of schools, hospitals, restaurants, etc., and will provide detailed observations to this team of experts for background information.

Once we find out what changes need to be made in ready-to-cook fowl, whether in packaging, processing, or preparation, we will then be in a position to approach processors and enlist their support in putting up the improved product.

This project involves a number of other approaches, too:

*New products that can be made from fowl—such as chicken franks or hash and bologna made from chicken meat—will be made known

to the industry. Other products as they are developed by researchers will be promoted.

*Retail stores are being asked to feature ready-to-cook stewing chicken in their stores—particularly in a fresh instead of frozen form. (Consumers pay more for frozen hens).

*We are asking volume feeding outlets to use stewing hens in their menus more often. We have recommended that State institutions buy ready-to-cook stewing chicken regardless of the State of origin—to provide more flexibility in marketing over the entire region.

*Special procurement grades—quality guides to large-volume buyers of fowl—need to be developed. These grades would emphasize fleshing and fat covering, indications of the deboned yield—or percentage of edible meat each bird would produce.

I've said that the project would be regional or multistate. We have contacted the State agriculture departments in the 11 Northeastern States, asking them to cooperate with us in this endeavor. As this is being written, we have already received commitments from 6 States, and hope to have full cooperation from all 11 within a few months.

Each cooperating State will be responsible for its marketing improvement work on fowl—to seek improved marketing methods and to encourage increased use at both retail and institutional level.

In addition, the several States acting jointly can conduct a nationwide campaign to encourage the use of stewing hens, can coordinate their various programs for maximum impact, and can pool their knowledge for more effective programs.

This will be the first time a regional, organized, Federal-State effort has been made to solve the problem of marketing mature hens at a decent profit for producers, at an economic operating level for processors, and in a usable form for customers.

If enough effort is applied by industry and by Government a really important goal can be achieved: an increase in the on-farm price for mature hens . . . on a national basis! □



THE MARKET NEWS SERVICE ON DAIRY AND POULTRY PRODUCTS

This new booklet provides help in understanding and analyzing the market for dairy and poultry products.

By Richard F. Brueckner

WEATHER CONDITIONS, promotions by retailers, changes in marketing techniques, government programs, futures, trading, import embargoes—these phenomena and more cause daily fluctuations in prices, supply, and demand for poultry and dairy products.

To understand and analyze the

market for these commodities, with all their attending economic variables, would be an almost impossible task for either businessman or producer. But there is help—help as near as the mailbox, the radio or television set, or the telephone. It comes from the Dairy and Poultry Market News Service of the U.S. Department of Agriculture's Consumer and Marketing Service. The service is operated cooperatively with State departments of agriculture. □

Trained market reporters in 30 field offices contact buyers and sellers of dairy and poultry products to determine the daily status of trade and relay this information over 20,000 miles of teletype network which links California with Maine.

Thus, dairy and poultry market news answers questions on prices, supply, and demand: What prices are being paid at processing plants? at shipping points? at terminal markets? How much of each commodity is available? Were all supplies sold or are some being held over?

Information on the operation of this nationwide economic reporting service can be obtained by industry people, consumers, government officials, and others in a new booklet just published by USDA's Consumer and Marketing Service entitled "The Market News Service on Dairy and Poultry Products" (MB-42).

This booklet lists the eight types of poultry products, three types of eggs, and eleven types of dairy products on which market news is published daily. It tells the six ways by which anyone can obtain dairy and poultry market news. It lists the names and addresses of the offices in each State which publish dairy and poultry market news.

You can receive a free copy of the new brochure, MB-42, by sending a postcard request to: The Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250. Please include your ZIP code. □

The author is Chief, Dairy and Poultry Market News, Poultry Division, C&MS, USDA.

MULTISTATE APPROACH TO MARKET

IMPROVED communications and coordination among States is needed to solve domestic agricultural marketing problems, to eliminate unnecessary duplication of effort, and to get maximum effect from funds and personnel.

In foreign market development programs, the need for coordinated efforts among States is even more critical. Very few State or national domestic brands are known or have a meaning in foreign markets.

This was the consensus of State and Federal agricultural marketing officials meeting recently in Atlanta, Ga., at the Southern marketing service workshop.

The meeting was sponsored by the Consumer and Marketing Service of the U.S. Department of Agriculture in cooperation with the National Association of State Departments of Agriculture and the National Association of Marketing Officials.

One of the purposes of the Southern regional workshop—one of four similar meetings held across the Nation—was to explore multistate approaches to marketing services work that show promise in providing greater assistance to producers, handlers, and retailers in marketing farm products.

The marketing officials heard Bernard Imming, secretary of the United Fresh Fruit and Vegetable Association, emphasize the multistate approach to market expansion and promotion of agricultural products. He used the example of the Georgia-South Carolina promotion of peaches.

"Multistate promotion of peaches is not only possible, it is profitable," Imming pointed out. "And there is no reason why the promotion should

not grow."

He said more funds will make possible more publicity, more advertising materials, and more personal in-the-market promotional work. Some neighboring peach-producing States have indicated an interest in joining Georgia and South Carolina in the promotion program.

Workshop participants recommended that regional and State producer organizations take advantage of tie-in promotion opportunities for related commodities to get more done with available funds, broaden the base of appeal, concentrate promotion efforts, and obtain greater trade support.

They suggested that States in the Southern region exchange annual plans for promotion activities and hold periodic meetings to develop coordinated programs.

Turning to foreign market development activities, the workshop delegates recommended that States concentrate their efforts collectively in a well planned program on an industry-wide basis for specific agricultural products.

It was agreed that many commodities are produced in sufficient volume in the South to meet domestic needs and also support a profitable export trade.

Because of a lack of knowledge by trade associations and State agriculture departments of where opportunities exist, and of trade customs and practices of the export-import trade, the marketing officials pointed out a critical need for States to develop a regional export council in cooperation with USDA.

This council could serve as an information clearing house, provide

technical guidance on practices and customs followed in foreign trade, and give advice on developing specific foreign trade outlets.

Dr. R. L. Beukenkamp, of USDA's Foreign Agricultural Service, told the workshop participants that State departments of agriculture—singly and regionally—can play a crucial role in stimulating agricultural exports.

This can be done, he said, by awakening dormant export potentials and by participating in trade fairs and shows.

"I believe that States, in regionalizing their participation in foreign trade fairs, will be able to do a more effective job together at less cost per State," Beukenkamp said.

In another area of discussions at the Southern workshop, an urgent need was recognized for more extensive and timely marketing information on most agricultural products at or near market or harvest dates.

The participants recommended short term forecasts of marketings and supply, information on rate and utilization of harvest, and more complete shipment information.

Along this same line, development of market news reports and other marketing information on a regional basis was recommended.

Several of the marketing officials suggested a study to develop a computer system for use on a regional or commodity basis, such as is being used successfully in the Georgia-South Carolina peach promotion program. They felt that such a system offers great possibilities in developing rapid data on harvest dates, volumes, and harvest and short term forecasts.

A need was pointed out for devel-

EXPANSION

oping more State, multistate, and regional marketing committees. This could be a "task force" type of approach, with the committees approving and determining the needs, goals, and possible methods of attainment.

Again, in the area of multistate cooperation, workshop participants said individual market managers need to be better informed about conditions at other markets in other States—on similar commodities—which could affect marketing within the State. Factual information, from the production area to market, as to causes of off-quality pack upon arrival, down-grading, discounting and similar information should be available to the shipper.

W. W. Gaston, vice president in charge of marketing for the Cotton Producers Association, an Atlanta-based regional cooperative which in recent years has extended its operations to foreign countries, summed up the efforts in marketing of agricultural products.

He told the State and Federal agricultural marketing specialists: "We know you have to have the right information, adequate financing, good facilities, trained personnel, and other factors in order to stay competitive in world wide markets.

"So, I don't want to leave you with the impression that developing marketing services will be simple or easy, nor will it be free from risks or absent from problems. But it is challenging and necessary in our complex society.

"We appreciate the cooperation from your group in reaching our objective of providing better marketing services and raising the farmers' income!" □

Grades Exhibit Goes International

INCREASED consumer interest in nearly 80 nations.

A consumer "revolution" on the international front.

New consumer protection laws in the United States, Great Britain, Japan, Norway and elsewhere.

This year's meeting of the 10-year-old International Organization of Consumer's Union—hosted in Bronxville, N.Y., by the U.S. Consumers Union—heard news of these developments and more. The meeting also marked the debut of a new consumer education exhibit by the U.S. Department of Agriculture, on the theme "USDA Grades—To Help You Choose."

This 10-foot exhibit, built by USDA's Consumer and Marketing Service for use in consumer meetings around the United States, tells about the use of USDA grades as an aid to shopping.

Betty Furness, Special Presidential Assistant for Consumer Affairs, key-noted the Bronxville IOCU meeting, telling the consumer representatives from 28 nations that the United States is in the midst of a consumer revolution.

"It's a bloodless revolution, to be sure," she said, "but the country is undergoing a growing activity in consumer affairs that can be called 'revolutionary.'" Comments by consumers from other countries echoed her statement in relation to their nations.

New and significant consumer legislation in many countries was reported by participants; a new packaging law in Norway, new con-

sumer protection laws in Britain and in the United States—new laws to guarantee wholesome meat, truth in packaging and lending, and many more.

Morris Kaplan, Director of Research for Consumers Union in the United States, called for increased consumer participation in grades and standards. "With some education on the meaning to the consumer of the different grades," he stated, "it would seem that all his needs would be met by grade labeling."

C&MS Deputy Administrator George R. Grange spoke to IOCU participants after the meeting when the group went to Washington, D.C. for conferences with U.S. Government representatives. He described the U.S. grading and standardization systems for foods and discussed USDA's participation in the work of the Codex Alimentarius Commission in developing worldwide food standards.

The small grades exhibit (shown at the IOCU meeting) is now available for use in larger consumer and home-economics meetings. The exhibit weighs about 800 pounds and requires one hour for two men to assemble. For smaller meetings, C&MS also has a portable exhibit-panel kit which will be provided on request.

For more information on these exhibit materials, contact the Information Division, Consumer and Marketing Service, Washington D.C. 20250. □

The new consumer education exhibit, "USDA Grades—to Help You Choose," made its debut at this year's meeting of the International Association of Consumer's Unions.





C&MS' voluntary Meat Acceptance Service has introduced a new set of standards to assist large volume meat buyers in their purchasing programs.

SAUSAGE products now have new standards to live up to—at least when they are certified under the voluntary Meat Acceptance Services conducted by the U.S. Department of Agriculture's Consumer and Marketing Service.

A set of specifications—Institutional Meat Purchase Specifications (IMPS)—for sausage products was introduced recently to assist large volume meat buyers (institutions,

hospitals, schools, restaurants, airlines, steamship lines, and others) in their purchasing programs.

The new specifications are the seventh in a series of IMPS developed by USDA for use in connection with its Meat Acceptance Service.

A purchaser who wishes to employ the Meat Acceptance Service to buy sausage does it like this. First, he lists the items he wants to buy and indicates a formula, size, shape, etc., for each in accordance with these factors as they are set forth in the IMP specifications. In letting bids he specifies that all deliveries must be officially "accepted" by USDA's Meat Acceptance Service.

Prospective suppliers submit their bids to the buyer on the basis of these specifications. The successful bidder then furnishes the products for examination by a Federal meat grader, who checks to make sure they comply with the specifications and stamps each product or sealed package.

The Acceptance Service is furnished on a fee basis and the charge is usually paid by the supplier. Although this expense may be included in the price of the product, most large-quantity buyers find that the service saves them money because of the quality assurance and convenience it provides.

By using a single set of specifications for sausage products, purchasers, suppliers, and Federal meat graders performing acceptance service work can speak a common language and thereby expedite the marketing process.

The new "specs"—Series 800 for Sausage Products—contain specifications for frankfurters, bologna, minced luncheon meat and liver, and New England brand sausage. Also included are pork, Polish, Breakfast, and smoked sausage; plus 3 dry sausages—thuringer, cervelat, and salami—as well as meat loaves, meat food product loaves, and head cheese.

The IMPS for sausage products are the result of more than two years of research and development. With the help of industry personnel, specialists in the C&MS Livestock

Division collected data on the formulas for the various products, the sizes and shapes in which they are produced, and their color, texture, and other physical characteristics. These were then used to develop the specifications.

The new specs for sausage products are the first in the IMPS series to use a statistical approach for determining compliance with specification requirements. To do this it was necessary to collect data on the uniformity—or lack of uniformity—of the products' characteristics. This information was analyzed by the C&MS Statistical Staff, and the results were used as a basis for developing the sampling plans and examination procedures contained in the specs.

A draft of the specifications was initially tested by Livestock Division specialists in cooperation with Connecticut State purchasing officials. The results were evaluated and changes were incorporated into the specifications, which were then used on a trial basis by Illinois and New Jersey. The results of these trial purchases—based on comments from purchasers, suppliers, and USDA meat graders—were considered and appropriate changes were made in the specifications before they were issued in final form.

The sausage product specifications precisely identify each item—yet are quite easy to use because of their brevity. This conciseness contrasts with the National Association of State Purchasing Officials (NASPO) specifications, also developed by USDA, which the IMPS Series 800 are intended to replace.

Other IMPS series currently used in connection with the Meat Acceptance Service are those for fresh beef, fresh lamb and mutton, fresh veal and calf, fresh pork, cured pork, and portion-cut meat products. Specifications for cured beef and edible by-products are being developed and will be announced in the future.

Copies of the IMP specifications may be purchased from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. □



The Hospitality House Credit Union sells food stamp coupons for residents of Northeast Washington, D.C. In the credit union building (left), the manager completes a food stamp transaction (below).



CREDIT UNIONS SELL FOOD STAMPS

These federally chartered cooperatives provide convenient purchase outlets for Food Stamp participants.

CREDIT UNIONS in Washington, D.C., and three Connecticut cities are adding new dimensions in convenience and service to the U.S. Department of Agriculture's Food Stamp Program.

In June and July, the Connecticut Department of Welfare, which administers the Food Stamp Program with USDA's Consumer and Marketing Service, authorized five credit unions in Hartford, New Haven and Waterbury to issue food stamp coupons.

Three Washington, D.C., credit unions, all in low-income areas, began selling the coupons July 1.

Credit unions are chartered, examined and supervised by the Bureau of Federal Credit Unions of the U.S. Department of Health, Education and Welfare. They are cooperative groups organized primarily by employee and community groups to provide a handy outlet for members to borrow and invest funds. Like other cooperatives, credit unions answer many local needs—a fact reflected in the phrase "Co-operatives—Community Builders," the theme of 1968's National Co-op Month celebrated in October.

Credit unions offer numerous advantages to the Food Stamp Pro-

gram. They are usually open evenings and weekends while most banks close in mid-afternoon. Some credit unions are located in low income areas and are usually easier to reach than the banks.

Credit unions handle welfare and payroll checks and sell the food stamp coupons at the same time.

And they expose the food stamp purchaser to an educational program that urges savings and investment of money.

Under the Food Stamp Program, eligible persons invest the money that would normally go to the purchase of food for coupons worth more. The coupons are then used like cash at authorized food markets.

Food stamp coupons are sold at banks, local government offices, and now, at neighborhood credit unions, after the Bureau of Credit Unions ruled that food stamp issuance functions were authorized within the Federal charter for credit unions.

Officials in Washington and Connecticut are optimistic about the program.

John Saunders, director of the Food Stamp Program for the D.C. Welfare Department, put it this way: "These credit unions are pri-

marily aimed at reaching low-income people. They are anxious to attract more people because this means they will have more assets. By selling food stamps, the credit unions are able to swell their membership rolls and get purchasers into the savings habit.

"In Washington, the credit unions relieved pressure on banks. The more selling outlets you have, the closer you bring the program to the people."

Cecil McCarthy, who directs the Food Stamp Program for the Connecticut Department of Welfare, said participation by credit unions "is an excellent method of reaching out to help persons living in low-income areas. The unions teach them wise money management, shopping, budgeting and many other things considered prudent for sound home management.

"Since the credit unions, as do the banks, receive a fee for the handling of food stamp transactions and because this fee represents a way of gaining capital for expansion, the unions plan to actively seek not only sales but will urge other members to enroll in the Food Stamp Program." □

THE WHOLESOME MEAT ACT . . .

how it's geared to small meat plants

By Dr. H. M. Steinmetz

Assistant Deputy Administrator for Consumer Protection, C&MS, USDA.

TO AN OPERATOR of a small meat plant or locker, the Wholesome Meat Act of 1967 may seem on the surface to be a threat to his establishment's continued operation.

But, the facts are that most any plant operator capable of producing clean and wholesome products should be able to meet the Act's requirements.

Goal of the Act is to achieve a sanitary, wholesome, unadulterated meat supply—not to impose strict structural standards on small operators that might force them out of business.

Plants doing business between States or in foreign trade must be federally inspected. There is no minimum volume of business required for a plant to be eligible for inspection. Workable arrangements are made to service inspection needs.

The Wholesome Meat Act requires that—within two, or in some cases, three years—those plants doing business only within a single State must be inspected by a State inspection program with requirements that are at least equal to Federal requirements.

Operators of federally inspected plants must submit drawings and specifications of their facilities, to show that their plants are capable of using sanitary procedures for producing wholesome products.

In administering the law as it applies to federally inspected plants, the U.S. Department of Agriculture's Consumer and Marketing Service insists on changes in existing construction only when it is necessary to insure production of wholesome meat products. However, meat products must be prepared in sanitary surroundings. Thus, C&MS will not accept plants or equipment that are unclean or not capable of being kept clean.

Following are standards, based on Federal inspection regulations, that

can be used for planning new construction or improvements that are needed to comply with Federal meat inspection standards:

•*Water supply.* Must comply with U.S. Public Health Service standards. Plant owners must arrange to have their water supplies certified by State or local health authorities before inspection is granted. Water—both hot and cold—must be ample and be distributed to all parts of the plant, in order that frequent and thorough sanitation can be maintained.

•*Drains.* Must be trapped and vented, properly located, and large enough to carry away waste liquids. Floors must be pitched to the drains. As a general guide—for adequate waste disposal—one drain is needed for each 200 square feet of floor space in slaughtering areas, and one drain for each 500 square feet in processing and other areas.

•*Floors.* Brick, concrete, tile, or other waterproof materials are acceptable. Wood floors are acceptable for use in some locations of the plant if they are in good repair and properly maintained. Wood floors aren't acceptable, however, in slaughtering, processing or other areas where meat juices and moisture might collect.

•*Walls.* Glazed tile, smooth portland cement plaster, or properly caulked, rust-proof metal panels are acceptable, since they can be effectively cleaned. Wood and other materials are also acceptable if smooth, in good repair, and capable of cleaning. Walls of wood or other moisture-absorbent materials are not acceptable in areas where they are exposed to water and other substances that can penetrate the wood. Ceilings should be tight, smooth, and free from scaling paint that might fall into meat products. Ceiling materials must be moisture-

resistant, except in dry storage areas.

•*Doors and doorways.* Doorways through which meat moves on rails or meat trucks should be metal-clad and 5 feet wide, or—if the rails are high—4-1/2 feet wide. These recommended widths are not insisted on in existing construction if the doors and frames are covered with rust-resistant metal.

•*Lighting.* Fifty foot-candles of light are required at points where inspection is performed and where plant employees are examining products for cleanliness. Twenty foot-candles of overall illumination are required in areas where product is processed. These are amounts of lighting shown necessary for adequate visibility. No specific minimum illumination is required in product storage areas. But there must be enough light to keep the area orderly and sanitary.

•*Refrigeration.* To keep meat products sound, all rooms where meat is processed (not including slaughtering) or stored must be refrigerated at a temperature not above 50 F. Existing facilities, where no refrigeration is furnished for processing areas, may be used for handling meat products if arrangements are made to remove the product every four hours so the equipment and work areas can be thoroughly cleaned and sanitized. Frequent cleaning is important because under warmer temperatures there is a buildup of bacteria and a greater chance for contamination.

•*Equipment.* Should be constructed of stainless steel, galvanized steel, or aluminum. Wood tables and stands are not acceptable because the wood absorbs meat juices and fats and can't be thoroughly cleaned. Hardwood cutting boards which are smooth and free from checks and cracks may be used on metal boning tables as long as they are removable and kept in accep-

table condition. Laminated butcher blocks and tables covered with linoleum or similar materials are not acceptable.

All equipment must be such that it can be thoroughly cleaned. Stationary equipment should be far enough from walls and other stationary equipment and the floor to permit proper cleaning around and under it. Conveniently located foot-pedal-operated washbasins with soap and disposable towels are required in rooms where animals are slaughtered or meat is processed. About one lavatory for each 25 employees in meat processing areas should be available. In slaughtering areas, lavatories should be located convenient to the dressing operations. Hot-water boxes (electric or steam-heated to 180°F.) should be available for sanitizing tools contaminated with diseased material or other filth during the dressing process.

•*Rails.* Must be high enough to prevent meat from contacting the floor and far enough from fixed objects such as walls and columns to eliminate contact. In existing plants, present rail systems that don't provide suitable clearances are acceptable if they are adjusted to assure that contamination can be prevented and sanitation maintained. Such adjustments can include enclosing a column in a rust-resistant metal so it can be readily cleaned, or the routine cutting and re-hanging of carcasses to prevent contact with the floor. Again, the basic concern is how meat can be protected from exposure to contaminated surfaces.

•*Inspector's needs.* If the plant is small and the operation is covered on a patrol basis, separate office space isn't usually necessary. Only in those plants where slaughtering is conducted is a shower expected for the inspector's use. But in any plant the inspector needs a place to keep his supplies, change clothes, and make out reports. Such needs are considered for each particular plant and are reasonably applied. □

INSPECTION FOR YOUR PROTECTION

Protecting your health and well-being is a constant concern of meat and poultry inspectors of the U.S. Department of Agriculture's Consumer and Marketing Service. Recent routine actions, exemplifying their "behind-the-scenes" activity, include:

... Detaining—under new authority provided under the Wholesome Meat Act of 1967—33,000 pounds of unsound boneless beef shipped from Indiana to Texas, and 38,000 pounds of boneless beef shipped from one Colorado plant to another.

... Making sure that 15,000 pounds of a meat curing mix—found to be improperly prepared, mislabeled, and having a rancid odor—was not used by a meat plant for processing its product.

... Taking steps to insure that more than 30,000 pounds of poultry, found with metal fragments originating from a faulty chiller, was not shipped until it was reprocessed and certified as fit for consumption.

... Condemning a shipment of 3,620 pounds of frankfurters which had spoiled because of poor refrigeration during transit from a processing plant to a wholesale distribution plant.

... Instructing a poultry processor, who had applied for label approval, that the turkey dinner in which he planned to include 14 percent cooked turkey meat was required to contain 18 percent cooked meat.

... Detaining, until a warehouseman voluntarily destroyed it, 1,025 pounds of shortening that they found was contaminated.

... Taking steps to insure that 4,000 pounds of beef cuts, found to have become rancid during storage, were not used for human food.

... Retaining 2,916 pounds of veal steaks because of short weights and requiring that the products be reworked before shipment.

... Condemning 4,000 pounds of salami, found on inspection at the processing plant to be unsound because of improper refrigeration.

... Refusing entry into the United States of a shipment of 46,800 pounds of imported canned meat found to have unsound cans.

... Condemning an 8,000-pound shipment of beef bones that was found at a soup company to be in poor condition due to improper refrigeration in transit.

... Detaining, until the carrier voluntarily destroyed it, 11,160 pounds of ground beef that had spoiled in transit after leaving the processing plant.

... Condemning 700 pounds of pork sausage that had spoiled because of mishandling by the processing plant.

... Identifying and condemning a rail carload of 40,000 pounds of pork, beef, and lamb that had spoiled while in transit.

Inspecting Grapes on the Vine

C&MS develops mobile inspection techniques—using a “grapemobile”—to determine the quality and sugar content of grapes for processing before harvest.

By Michael A. Castille

MECCHANICAL harvesting of grapes started it. When growers in New York began mechanically harvesting grapes for processing into 1-ton containers, instead of hand-picking them into 30-pound lugs, processors and Federal-State inspectors realized a new method of inspecting grapes had to be developed.

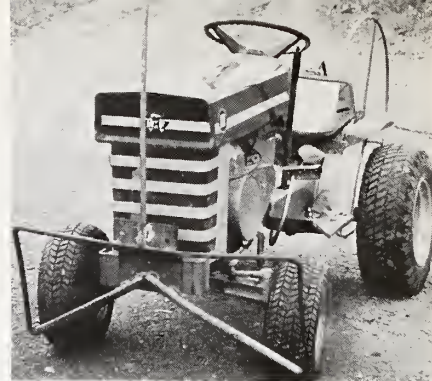
Grapes processed into juice, jelly, and other products are often inspected at the processing plant for sugar content and for quality, according to U.S. grade standards, and the price the processor pays the grower is based on these two factors. But determining the grade (color and certain damage factors) of mechanically harvested grapes was practically impossible. And while the sugar content could be measured, the grower was in a difficult position if the content wasn't high enough to be acceptable to the processor he had a contract with. Normally, the grower might be able to sell hand-picked lugs of grapes to other processors, who had different requirements for sugar content, but the 1-ton containers re-

quire special equipment to handle, and not all processors have this.

That was the situation in 1965 when Clarence R. Icenogle,* Supervisor of Federal-State Inspection in New York State, thought up the “grapemobile.” Icenogle is employed by the Fruit and Vegetable Division of the U.S. Department of Agriculture's Consumer and Marketing Service. C&MS administers the Federal-State Inspection Service in cooperation with State agencies.

Icenogle's idea was a traveling inspection lab for pre-harvest grading and determination of sugar content of grapes. The grapemobile would be a small trailer that could be attached to the inspector's car or a pick-up truck. Inside the trailer would be a garden tractor which the inspector would use to travel through the vineyards, and a blender and refractometer used to test for sugar solids in grapes. The trailer would also be equipped with water and electricity.

Although the fully equipped trailer isn't yet a reality, inspectors have successfully used the garden



tractor for inspecting grapes on the vine in New York for 2 years.

Pre-harvest inspection is a big help to the grower and processor. If the sugar content of the grapes is low, harvest can be delayed until the grapes are more mature. And if the grapes aren't up to grade, growers can handpick instead of mechanically harvesting, leaving damaged grapes or those not up to color standards on the vine.

The present version of the grapemobile includes the garden tractor, carried on a small trailer. At the vineyard, the inspector drives the tractor down the rows of vines to inspect the grapes and collect samples for sugar measurement. An inspection pattern was carefully devised by C&MS statisticians so the inspector can work fast enough to keep ahead of the mechanical harvesters, keep the cost of inspection to the processor within practical limits, and still make an accurate inspection of the vineyard. Sampling rates for vineyards of various sizes were processed by computer, and cards showing the number of stops the inspector should make in a vine-

Mechanical harvester for grapes for processing straddles row of vines.



Federal-State inspector rides a tractor between rows of vines, inspecting grapes for U.S. grade and taking samples to test for sugar content.



yard, and where he should stop, were developed. The garden tractor is equipped with a footage meter.

First, the inspector selects 1 of 20 cards showing sampling rates. In a 5-acre vineyard, for example, the card tells him his first inspection stop should be after traveling 1,400 feet between the rows. At that point, he examines 10 bunches of grapes for grade, and places one bunch in a plastic bag to test later for sugar solids. At the next stop, say 2,900 feet, he does the same thing, but uses grapes on the opposite side of the row. He continues this alternating pattern as he goes through the vineyard.

When he finishes his trip through the vineyard, he figures the overall U.S. grade of the grapes from the scores of the samples he examined and loads the garden tractor on the trailer to be ready for

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travel to the next vineyard. In a facility provided by the grower, or at the processing plant, he puts a composite of the samples collected from one vineyard into the blender, places a few drops of the juice on the refractometer, and gets a reading of the percentage of soluble sugar solids. With a completely equipped grapemobile, the inspector would make the solids test in his mobile lab.

Because it gives the grower a chance to take corrective action if his grapes aren't up to par, field inspection makes a lot of sense to both grower and processor.

The C&MS Fruit and Vegetable Division is continuing work to make inspection by grapemobile as accurate and fast as possible. Last year, through adjustments in the statistical sampling pattern, the rate of inspection was speeded up to 10 acres per hour from the 1966 rate of 2½ acres per hour.

FOOD STAMPS ON WHEELS

A Jackson, Miss., county has purchased a specially designed food stamp mobile unit—to help reach all who are eligible to participate in the program.

WHAT DO YOU do in a large metropolitan county when dozens of eligible low-income families can't apply for food stamp help because they have no way to get to the certification office?

"You take the office to THEM," says Miss Natalie Dunn of Jackson, Miss., public welfare director for populous Hinds County.

And that's just what the Hinds County Board of Supervisors, assisted by Miss Dunn and her staff, has done in an all-out effort to make the U.S. Department of Agriculture's Food Stamp Program available to everyone who needs it.

"You might say that the Hinds County food stamp program has gone modern and mobile," says Ralph Dean, officer-in-charge of the Consumer and Marketing Service's Consumer Food Programs field office in Jackson.

Dean coordinates food stamp program activities in Hinds and other Mississippi counties for USDA's Consumer and Marketing Service.

To assure fullest possible program participation, the Hinds County Board of Supervisors, headed by Dr. Noel McKey, purchased a specially constructed trailer, designed as a food stamp mobile unit. The trailer is now in service throughout the county, making it easier for low-income families to apply for, and receive, USDA food stamp coupons.

Built for the county by a mobile home manufacturing firm in Vicksburg, Miss., the unit is a standard 40-foot mobile home with a custom-designed interior.

A cashier's cage and interviewing

station for two welfare workers are included, along with central air conditioning, a built-in heater for winter months, and built-in desks.

According to Miss Dunn, there has been a "marked increase in participation in the county since inauguration of the mobile unit a few weeks ago."

When the food stamp program first opened in Jackson, applicants numbered only around 4,190 households with 16,320 persons.

Now more than 6,300 families with over 27,500 persons have applied for food stamp assistance, and use of the mobile unit is expected to continue to boost participation in Hinds County.

The Board of Supervisors, through the Hinds County Welfare Department, wants to see that the food stamp program reaches every part of the city and county.

The county has provided six trailer stands—at Bolton, Edwards, Raymond, Utica, Pocahontas and Terry. A seventh is scheduled to go into operation at Tougaloo in the near future. Each stand is equipped with permanent water and electrical connections. When the unit moves into place, all that is necessary to put it into operation is to connect the water and electricity.

Food stamp certification workers and issuance clerks from the Hinds County Department of Public Welfare accompany the trailer on all its trips, ready to handle every need of new applicants as well as those already approved to receive monthly food coupons. □

A MODERN LAW FOR MODERN TIMES

By David M. Pettus, Director
Grain Division, C&MS, USDA

THIS YEAR MARKS an important milestone in the history of legislation affecting the trading of grain in the United States—the first sweeping changes in the U.S. Grain Standards Act in more than 50 years.

In order to bring the Act up to date—and make it more suited to present-day marketing practices, Congress has revised this historic legislation by:

- *Making grain inspection voluntary instead of mandatory in domestic trading.

- *Broadening the quality factors available under the inspection service.

Fifty-two years ago, an earlier Congress had the foresight to establish—through the U.S. Grain Standards Act—National standards for grain and to provide for the grading of grain by licensed inspectors. Administration of the Act fell logically to the U.S. Department of Agriculture, which today administers the Act through its Consumer and Marketing Service.

In 1916, when the U.S. Grain Standards Act was passed, most grain moved by rail cars or barges to and from major grain terminals. The Act provided for sampling and grading of the grain at nearby inspection laboratories. These laboratories, run by inspectors licensed by USDA, provided the grade results to the party requesting the service, usually a buyer or seller. This grading at major grain terminals (called “established inspection points”) was mandatory under the old law.

But times have changed. Many grain shipments now are made by truck, and for this reason much of the grain completely bypasses the historic grain markets or established grain inspection points. Furthermore, many truck shipments move during the hours when no official inspection service is available. In fact, only a few of the 190 established inspection points in the U.S. routinely provide official inspection

on an around-the-clock basis. As a result, much of the Nation's grain is not inspected under the Act.

Under the new provisions of the Act, inspection of grain shipped in interstate commerce will be on a permissive rather than a mandatory basis. Mandatory inspection of grain shipped to foreign markets, however, will still be required under the revised law.

Under the new inspection system for grain, a farmer, after harvesting his crop, could take his grain by truck to a nearby country elevator, where it may be sampled—possibly by a mechanical sampler. The samples may be sent to an inspection laboratory (operated by a USDA-licensed inspector) if either the farmer or the elevator operator wants official grade. An official inspection certificate, giving the grade of the sample, will then be sent to the person who requested the service.

For the immediate future it is expected that most inspections of grain will be conducted as at present—at the terminal and export locations.

Trading on the basis of inspection at the country elevator level, however, would eliminate the time-consuming and costly process of switching a railroad car of grain to an inspection track, taking the sample to an inspection laboratory for analysis, notifying the grain buyer or seller of the results, and then notifying the railroad company to pick up the side-tracked car. This procedure takes several days to complete—but has been necessary in the past under the provisions of the old law.

Under the revised Act:

- *If buyers or sellers wish to trade grain by grade without inspection—even at an established inspection point—they will now be permitted to do so. Grain does not have to be inspected at the country elevator or anywhere else, either.

- *Buyers or sellers who do wish to

trade grain on the basis of official inspection may do so at the country elevator—the first place to which grain is shipped from the farm and the most logical place to have grain sampled.

- *Grain can now be inspected for any number of factors other than grade. Under the old system of mandatory inspection, grain could only be sampled and inspected for grade. Now, grain can be inspected for any one factor or combination of factors—including test weight per bushel, moisture content, or percentage of foreign matter or damaged kernels.

- *Licenses may now be issued by C&MS to all inspection personnel, including samplers, laboratory technicians, and inspectors, to perform official inspection services. These licenses will terminate every three years, and will be reissued on the basis of competency and need for a license. Under the original Act, only inspectors were licensed. Also, there was no satisfactory way of checking whether inspection personnel assigned to licensed inspectors remained competent over a period of time.

The grain trade, as a result of these changes, can now have the kind of inspection that it has needed for a long time. The new law will enable the grain trade to update merchandising practices and to move grain from one market to another quickly, efficiently, and economically.

Despite major changes in the U.S. Grain Standards Act, many of its original provisions will remain intact. For example, the present grain standards remain in effect. Inspectors who are now licensed by USDA will continue in their present capacity. And inspection agencies currently designated by USDA will remain in operation.

At present, C&MS is working closely with the grain industry to implement the various provisions of the revised Act. □

TRAINING is key to MEAT INSPECTOR'S SKILL

C&MS offers a formal training program that can make a man or woman a meat inspector within four to six weeks.

By Dr. Moses A. Simmons

IF YOU TAKE a man off the street—a high school graduate, an average student, with no particular experience with animals—how long would it take to make him a qualified meat inspector?

The formal training program of the U.S. Department of Agriculture's Consumer and Marketing Service, which administers the Federal meat inspection program, could give him a good start and get him functioning in a packing plant in four weeks.

All newly employed Federal meat inspectors now attend formal training sessions at regional centers in Fort Worth, Omaha, Los Angeles, or St. Paul. In addition, USDA trains State inspectors at these centers or at the meat hygiene training center in Chicago.

Under provisions of the Wholesome Meat Act of 1967, each State

must develop a red meat inspection program equal to that of the Federal government by December 1970. USDA gives each State technical, financial, and laboratory assistance in accomplishing this—including training inspectors. In the first six months since passage of the Act, USDA trained 314 State inspectors.

Training sessions for meat inspectors—like the man previously described—last either four or six weeks. Training sessions for veterinarians last up to twelve weeks.

Those trainees in the four-week course learn how to inspect a single species—beef, swine, or sheep. Those in the six-week course learn all phases of inspection for all three species. The training received in both these sessions is supplemented on the job in packing houses, where the trainees are supervised by fully trained personnel.

Prospective slaughter inspectors are trained in inspection of animals before and after slaughter, in sanitation, packing house procedures, health and safety, humane slaughter methods, and even radiological monitoring.

When it comes to condemning animals unfit for human food, the meat inspector is concerned solely

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with detecting abnormalities. He (or she) is taught how to recognize the glands that have to be cut, how to cut them, and how to recognize the normal and the abnormal conditions. When he identifies an abnormal condition, a veterinarian is notified. Final review and disposition of an abnormal animal, carcass, or carcass part is his responsibility.

Each training center has 3,500 square feet of space for offices, classrooms, and a laboratory. Each 160 square-foot laboratory has facilities for examining carcasses and viscera. The trainees receive classroom instruction, along with homework exercises, and work with representative specimens in this laboratory.

Veterinarians and meat inspectors are the people who certify the wholesomeness of the meat served in American homes. Well-trained inspectors are a vital part of the program designed to ultimately guarantee that all red meat in the U.S. is safe and unadulterated, whether it is inspected by Federal or by State inspectors. □



A new veterinarian inspector examines a steer head for possible abnormalities.

CONSUMER AND MARKETING BRIEFS

Selected short items on C&MS activities in consumer protection, marketing services, market regulation, and consumer food programs.

NEW INFORMATIONAL MATERIALS FROM C&MS

Here is the latest roundup of new informational materials issued by the U.S. Department of Agriculture's Consumer and Marketing Service.

The following publications have come off press since June 1968: AH-51, *Federal and State Standards for the Composition of Milk Products and Certain Nonfat Products* (revised); AH-75, *Egg Grading Manual* (revised); AH-350, *Compilation of Statutes Relating to the Consumer and Marketing Service* (new); H&G-157, *How to Buy Poultry* (new); MB-40, *The Federal-State Market News Service* (reprinted); MB-42, *The Market News Service on Dairy and Poultry Products* (new); MB-43, *The Market News Service on Tobacco and Naval Stores* (new); MB-44, *The Market News Service on Grain* (new); MB-45, *USDA Yield Grades for Beef* (new); PA-886, *USDA Egg Products Inspection—A Safeguard for Quantity Buyers* (new); SB-427, *Fresh Fruit and Vegetable Prices—1967* (new). Single copies of these are available free by postcard request from Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250. Please order by number and title, and include your ZIP code.

Other new publications are available free from Information Division, Consumer and Marketing Service, Washington, D.C. 20250. They are C&MS-21, *Directory of Federal-State Market News Reports* (revised); C&MS-44 (1967), *Grain Crop Quality—1967 Crops* (new); C&MS-56, *Proceedings of the Agricultural Export Promotion Workshop* (new); C&MS-61, *The Good Foods Coloring Book* (new); C&MS-62, *Know the Eggs You Buy* (revised poster); C&MS-65, *USDA Marks of Quality* (new); TOB-42, *Tobacco*

Stocks Report as of April 1, 1968 (new); TOB-FDA-11, *Fire-Cured and Dark Air-Cured Tobacco Market Review—1967 Crop* (new); TOB-LA-12, *Light Air-Cured Tobacco Market Review, Part I. 1967 Crop* (new).

Available upon request from Fruit and Vegetable Division, Consumer and Marketing Service, U.S. Department of Agriculture, Washington, D.C. 20250 is C&MS-14 (1967), *Fresh Fruit and Vegetable Shipments by Commodities, States, Months—Calendar Year 1967* (new).

A new television film is also available:

Alice in Butterland, a one-minute color television spot. Alice arrives at the tea party to find the Mad Hatter having watch trouble. It seems he used butter to grease the works. Alice insists that butter really doesn't suit the works. The Mad Hatter counters that it is the *best* butter. And U.S. Grade AA butter is the best butter—for eating! A booklet, "How to Buy Butter," is offered.

This spot is available free to TV stations only and may be obtained from Radio and TV Service, Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250. □

NEW WISCONSIN SHELL EGG REPORT

Because more eggs are now sold from producer to distributor and then directly to retailers, producers need to know the prices that retailers are paying. That's why the U.S. Department of Agriculture's Consumer and Marketing Service, which operates a nationwide market news service in cooperation with State departments of agriculture, recently started a new egg price report in Wisconsin.

The new price series, included in the daily dairy and poultry market news report, is based on prices paid by major retail chain groups in

Wisconsin for graded and cartoned shell eggs.

The new price series will enable producers to get a better picture of the range of shell egg prices being paid at major Wisconsin market centers—and perhaps to obtain better prices, or prices more in line with the quality of their product.

Wisconsin egg producers, and others interested, may obtain the daily dairy and poultry market news report, which includes the new price series, from the Consumer and Marketing Service Market News Office in Madison, Wisc., or from the Wisconsin Department of Agriculture. □

FOREIGN SEED OFFICIALS VISIT C&MS

Representatives from India and Brazil got a grand tour of the United States recently when they visited seed program facilities across the Nation.

During their U.S. tour, they visited the Seed Branch of the Grain Division of the U.S. Department of Agriculture's Consumer and Marketing Service and the Agricultural Research Center in Beltsville, Md.

Brazilian representatives, visiting a Seed Branch field office in Montgomery, Ala., Purdue University and State seed offices in Maryland and Virginia, were studying seed law administration in this country. Participants were those who are responsible for enforcing Brazilian seed laws, closely modeled after those governing the United States.

The Brazilian seed program, a program of the Agency for International Development and the Brazilian Ministry of Agriculture is carried out with technical assistance by Mississippi State University.

Officials of the Indian seed program, co-sponsored by AID and the Rockefeller Foundation, toured the United States to study Federal and

State seed legislation and control.

Their seed program, established to stimulate an Indian seed industry, is administered and staffed by Purdue University and receives USDA technical assistance.

The group also inspected seed certification procedures in Oregon and California and visited the University of Illinois before attending the Federation of International Seedmen's Conference in New York City.

The two groups visited C&MS installations which help to administer the Federal Seed Act, a truth-in-labeling law designed to protect farmers and other consumers in the purchase of seed. It requires in part that seeds shipped in interstate commerce be truthfully advertised and be labeled to show the percent of germination, purity and the presence of harmful weed seed. □

USDA SEES BREAKTHROUGH IN CONTROLLING BEEF TAPEWORM

Food inspection officials of the U.S. Department of Agriculture believe that a 1968 chain of events will lead to a marked reduction in the incidence of beef tapeworm in the future.

When tapeworm cysts lodge in the muscles of cattle, they cause a condition known as cysticercosis, or more commonly "cattle measles." Cycle of the disease goes from humans to cattle and may go back to humans if they eat meat containing live cysts.

Discovery of 42 head of cattle infested with tapeworms at the point of slaughter was made in March 1968 by two meat inspectors with USDA's Consumer and Marketing Service who were stationed at an Oklahoma packing plant. The infested cattle were part of a 63-head lot shipped to the federally inspected plant from a Texas feedlot.

Another 147 head of cattle from the same feedlot were withdrawn from the plant's yards by the feeder and returned to the feedlot after the infection was discovered.

The C&MS meat inspection supervisor in Oklahoma City notified C&MS officials in Washington, D.C.,

who in turn informed USDA's Agricultural Research Service; the Public Health Service of the U.S. Department of Health, Education and Welfare; Texas public health and livestock officials; and all C&MS meat inspection supervisors across the country.

As a result, other inspectors in meat plants were put on the alert for infested cattle from the same feedlot. They found them in nine States—from California to Florida and as far north as Nebraska and Iowa.

About the same time, a second heavily infested feedlot was identified in Texas. ARS and the Public Health Service sent investigators to both feedlots. Two farm workers were found infested with the beef tapeworm.

ARS animal health officials applied a quarantine to both feedlots, to insure that animals would be kept under close surveillance and would move only under certificate to packing plants under Federal or State inspection.

A national task force was created to assist in controlling this disease. Composed of representatives from C&MS, ARS, PHS, State livestock and public health agencies, and private industry, the task force set out to plan programs for reducing or eradicating cysticercosis in animal populations.

Under a new prevention program, when a cyst is found by inspectors upon slaughter of livestock, the feedlot or farm from which the animal came is reported to the ARS veterinarian in charge in the State where the animals originated. ARS, working with State livestock sanitary officials and representatives of State public health services, conducts a survey and educational program at the farm or feedlot and, if warranted, controls the movement of cattle from the premises.

C&MS meat inspection officials say the disease has been costing the Federal Government about \$700,000 a year to conduct the cysticercosis inspection of all federally inspected cattle. Each condemned animal represents a loss of about \$300 to the packer or producer. □

USDA STEPS UP REVIEWS OF FOREIGN MEAT PLANTS

As further protection to American consumers, the U.S. Department of Agriculture has stepped up its reviews of foreign meat plants that are approved to ship products to the United States.

Increased reviews were authorized in the Wholesome Meat Act of 1967, to insure that imported meats and meat food products are up to par with strict wholesomeness and labeling requirements set for U.S. meats under the Act.

During May and June, USDA's Consumer and Marketing Service added seven foreign program officers to its foreign review staff, bringing to 13 the number of men assigned specifically to this task.

The reviewers survey individual meat plants at least once each year to see that they conform to requirements that are equal to U.S. inspection and sanitation regulations. Countries in which these plants are located must maintain a national meat inspection system with the same high standards as the U.S. system, and the plants themselves must be under continuous inspection by the foreign government's inspectors.

Any foreign plant found to be deficient in required inspection standards is removed from an approved list of plants eligible to send meat products to the United States.

As of mid-August, some 1700 foreign plants—located in 38 eligible countries—were on the approved list. Effective September 20, Colombia and Hungary were to be added to the list of eligible countries.

Re-inspections are made of the imported meats at U.S. ports of entry, where C&MS inspectors thoroughly screen the products to insure proper labeling and wholesomeness. □

PILOT MARKET NEWS SERVICE ON CUT FLOWERS

With additional funds from the floriculture industry, the Federal-State Market News Service has continued experimental reporting of market information on production area sales of cut flowers in the central coastal counties of California

(See *Agricultural Marketing*, May 1968) and is expanding coverage to production areas in southern California and Florida. Reports of sales on the San Francisco wholesale market to local and nearby retailers are also continuing.

The daily reports provided by the Market News Service, on prices and market conditions for the five major crops of the cut flower industry—roses, carnations, standard chrysanthemums, pompoms, and gladioli—help growers and marketers of cut flowers make effective marketing decisions. Requests for the report have now been received from firms in all 50 States, as well as 25 foreign countries.

The Federal-State Market News Service is administered by the U.S. Department of Agriculture's Consumer and Marketing Service, in cooperation with State agencies. The experimental market news service on cut flowers is operated by the C&MS Fruit and Vegetable Division in cooperation with the California and Florida State Departments of Agriculture.

Federal-State market news reports on prices and market conditions for production area sales in Florida will supplement reports on shipments of Florida cut flowers which have been provided for some time. □

U.S. HOSTS INTERNATIONAL RAISIN CONFERENCE

The world's seven leading raisin producing nations gathered in California recently as the United States played host for the first time to the International Raisin Conference.

Meeting in Fresno, the Nation's raisin producing capital, the international guests discussed mutual trade problems with domestic producers and in addition toured California vineyards and raisin producing facilities. Representatives from Australia, Afghanistan, Greece, Iran, Turkey, and South Africa attended the week-long meeting in late June.

Among the problems aired at the session were the disposition of the world's raisin surplus and methods for boosting per capita raisin consumption throughout the world.

The United States, with an average annual production over 200,000 tons, is the world's leading raisin producer and exports about one quarter of its output. Greece is the leading raisin exporter.

Rodney E. Leonard, Administrator of the U.S. Department of Agriculture's Consumer and Marketing Service, delivered the major address at the conference and told the delegates that future growth for the raisin industry was closely linked to success in improving nutritional standards of underdeveloped countries. □

CALIF. STATE EMPLOYEES GRADE DAIRY PRODUCTS

A cooperative agreement has been signed by California and the Dairy Division of the U.S. Department of Agriculture's Consumer and Marketing Service. Thus State employees can officially grade dairy products within the State. One inspector employed by California is now doing grading work on a part-time basis in the Los Angeles area. He is licensed by USDA, having met the requirements set up by the Dairy Division for their inspectors, and works under the supervision of the Dairy Division's San Francisco area office. USDA officials stated that the agreement allows for the inspection and grading of dairy products in the Los Angeles area in a more orderly manner and without the cost involved when a USDA grader must travel from the San Francisco office. □

PLENTIFUL FOODS FOR OCTOBER

October brings six plentiful foods, according to C&MS. These are pork, apples, cheese potatoes, rice and dry beans.

Pork production is expected to be near its seasonal peak, only slightly under last year's record.

Apples are expected to be almost 118.5 million bushels, slightly below last year. Late summer and fall potatoes run nearly 7% under last year's surplus output, but 7% above average. Rice runs 49% above the 5-year average. Dry beans are nearly a fifth larger than last year. And there's a wide variety of cheeses. □

FOOD TIPS

—from USDA's Consumer
and Marketing Service

Tender is the word for a high quality *rib* steak. Cut from the beef rib, this steak has a well-developed flavor, according to the U.S. Department of Agriculture's Consumer and Marketing Service. Other good points are that it's a standard cut and can be purchased wherever beef is sold. This steak—of USDA Prime, Choice, or Good grade—is perfect for broiling or cooking on an outdoor grill. Look for the shield-shaped grade mark to be sure. You should allow 8 to 10 ounces per person.

Now is the time to buy *cauliflower*. Although available the year around, this vegetable is most abundant from September through January. Cauliflower is usually sold with most of the jacket leaves (the heavy, outer leaf covering) removed, according to the Fruit and Vegetable Division of the U.S. Department of Agriculture's Consumer and Marketing Service. When shopping for cauliflower, look for white to creamy white, compact, solid, and clean curds (the edible portion). A slightly granular or "ricey" curd texture will not hurt the eating quality if the surface is compact. If jacket leaves are attached, make sure they have a good, green color—a sign of freshness. Avoid cauliflower that has a spreading of the curd. Also, smudgy or speckled appearance of the curd can be a sign of insect injury, mold growth, or decay and should be avoided. □

Impartial USDA graders will, on a fee-for-service basis, check dairy products for condition, size, weight, and packing to give volume buyers an assurance of quality.

USDA'S ACCEPTANCE SERVICE FOR DAIRY PRODUCTS

GET **Quality** WITH **Quantity**

By Ed Garbe

SQUEEZING EACH melon . . . examining the color of tomatoes . . . looking at each piece of cheese—these are the ways an average housewife buys for her family.

But if you buy in large quantity (for restaurants, steamship lines, or State institutions, for example) you can't use these methods to make sure you are getting the quality you want. There is a way, though, to make sure of the quality when you buy in quantity, and that's through the Acceptance Service of the U.S. Department of Agriculture's Consumer and Marketing Service.

This aid to quantity buyers is available for almost all food products, including the all-important dairy foods, on your over-sized shopping list. Probably you can't check each bulk package of butter, natural cheese, dry milk, malted milk, or ice cream mix—but inspectors and graders with the C&MS Dairy Division can. The experienced and impartial Government graders will, on request, check the products you buy for condition, size, weight, and packaging to give you an assurance of quality.

To give you the quality you want is the purpose of the program, which operates like this:

You, as a food buyer, decide what you want. Your decision can be based on official USDA grades, Federal or other specifications available for some commodities, or on specifications tailor-made to your needs. USDA grades—reliable guides

to quality—are usually the basis for purchasing butter, natural cheese, and dry milk. You can develop your own specifications, however, and Dairy Division technicians will help in drawing them up.

Then, you select a supplier or call for bids from suppliers for the quantities and quantities you wish to buy. You stipulate in the contract you eventually sign with your supplier that all deliveries be examined by

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C&MS Dairy inspectors and graders and be officially "accepted" or certified as meeting your specifications.

As a further assurance of safety and wholesomeness, the program requires that all products inspected and graded by USDA be produced in a plant which has been officially inspected and approved. A list of USDA approved plants is available to quantity buyers, who can use it as a basis for selecting suppliers.

If the proposed delivery meets contract specifications, the grader stamps each item or package with the official grade mark or stamp. He also issues certificates which state that he examined the products listed for grade, condition, weight, and any other factors specified. If any items do not meet specifications, and the supplier cannot substitute a product which does, the grader indicates the omission on the in-

voice or bill of lading.

To make sure that the products do meet your specifications, Dairy grades use statistical samplings, laboratory checks, and other testing procedures. One of the samplings is to determine the condition of the containers, to make sure that they are made to properly protect the product. The U.S. Standards for Condition of Containers is now used in the Acceptance Service Program, and a statistical sampling (a certain number based on the total amount) is made in accordance with the provisions of the standards.

A statistical sampling is also taken to ensure that the weight of the product is correct. The number of packages weighed depends upon how many the statistical formula requires to obtain a truly representative sampling.

In addition to providing assurance of quality, the Acceptance Service can save you time and money. The program is offered on a fee-for-service basis, but its nominal cost is usually offset by savings. Time-wise, it makes daily trips to suppliers a thing of the past. And, portion costs may go down because with exact amounts known and purchased, overstocking and spoilage are minimized.

It's for these reasons that restaurant chains, steamship lines, schools, and State and local governments (for hospitals, homes-for-the-aged, prisons, etc.) use the Acceptance Service. They've found that with this service they can be sure of getting the quality they pay for in the quantity they want. □

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OFFICIAL BUSINESS

Is Your Kitchen as CLEAN AS A MEAT PLANT?

Federally inspected meat packers and poultry processors must meet stricter sanitation requirements than those set for many home kitchens.

By Dr. Jack C. Leighty, Director

Technical Services Division, C&MS, USDA

HOW CLEAN IS your kitchen? Do you have trouble washing the narrow space between your refrigerator and your sink counter or cleaning under the burners on your stove?

Government-inspected meat packers and poultry processors must meet sanitation requirements that are stricter than those some housewives set for their kitchens. Every inch of their plants must be scrupulously clean.

The U.S. Department of Agriculture's Consumer and Marketing Service—which administers the Federal meat and poultry inspection programs—sets up regulations and offers guidelines for the facilities used by food processors. These guidelines have been developed during 60 years of inspection experience. They are designed to facilitate plant operations and to provide ample space for inspection, as well as to guarantee that the consumer buys a wholesome product processed under sanitary conditions.

Some requirements are general. For instance, equipment must be easily dismantled—like the beaters that drop out of your mixer with the push of a button—so they can be cleaned easily. Surfaces coming in contact with food must be smooth—like the counter in your kitchen that can be wiped clean quickly and

efficiently. There must be no crevices and no sharp corners which cannot be kept clean.

Some guidelines are quite specific. For example, there are suggested materials for walls and floors in plants. Since wood is absorbent and hard to clean, USDA recommends materials like glazed tile or stainless steel sheeting.

All floors where wet operations are conducted must be well drained. A slope of one-fourth inch per foot to drains is required for usual conditions. The floor must be as sanitary as the rest of a plant where food is handled.

The plant must have facilities where employees can wash their hands. The hand-washing basin that inspection personnel suggest is similar to one used in many hospitals. It enables employees to wash their hands and arms without touching anything which could contaminate them.

There are guidelines for floor plans, for water supply, for waste disposal, for lighting, for ventilation, for refrigeration. And all the corners in a plant should be rounded so they can be cleaned thoroughly in minimum time.

These guidelines are flexible. USDA considers the type of operation and the volume of business

handled. A small plant with a limited production of a specialty item, like the fried pork rinds children munch, is judged differently from a poultry slaughtering plant which handles 85,000 birds each day. But all must produce sanitary wholesome products under rules common to public health requirements for food processing.

All plant layouts, equipment, and facilities must be approved by USDA before a plant is granted Federal inspection.

Federal inspection is required of all plants which ship meat or poultry across State lines or in foreign commerce. The Wholesome Meat Act of 1967 and the Wholesome Poultry Products Act of 1968 brought many more small plants under Federal or State inspection. The acts require minimum standards that insure orderly sanitary operations. In most cases, existing facilities are accepted if the plant measurement can show that these will assure sanitary handling of the products.

When you wash your kitchen floor next time think how easily the corners could be cleaned if they were round. Then you may understand how requirements for equipment and facilities in meat and poultry plants help assure you the products you buy are safe, wholesome, and clean. □